

brand
you

greg fisher

Why?

Water + Sugar + Fizz (put it into a can) = Costs *less* than **30c**



**WRITE COCA-COLA ON THE
CAN AND YOU CAN CHARGE
R5**

Why?

Take cheap fabric *(the cheapest)*
make pants using a 100 year
old design = production cost **\$7**



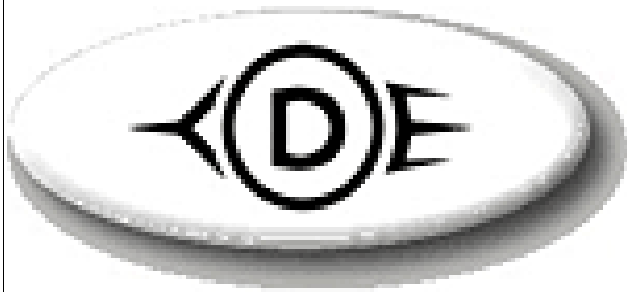
**PUT THE NAME LEVI'S ON THESE
ORDINARY PANTS : AND CHARGE
\$40** *(no problem)*

Why?

Take a human being and break him or her down to the smallest components – *atoms*. Take that stuff to the commodity market and try sell it – you might get **\$2 US. (R12)**

**INSTEAD REASSEMBLE THE PERSON –
CALL HIM **TIGER WOODS** AND ASK
FOR AN ANNUAL SALARY OF MORE
THAN **\$80 000 000****



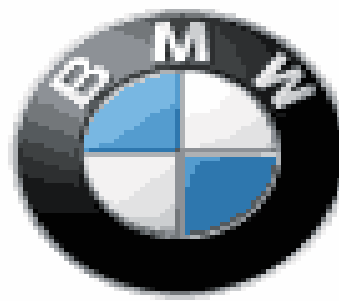


Brands?



NOKIA
CONNECTING PEOPLE





What is a **BRAND**?

Why is **BRANDING** important?

What does **BRANDING** mean for **YOU**
and me?



NOKIA
CONNECTING PEOPLE



What is a
BRAND?

What is a **BRAND**?

perception

connection

association

What is a BRAND?

- arouse emotion
- ignite passion
- echo reliability
- have meaning

What is a BRAND?

“A brand is more than a name or a logo – it is a **promise** and a **contract** with **every customer** with whom you are dealing. And if people feel that the offering does not live up to what they expect from the brand, they will decide to stop buying”

- Richard Branson

What is a BRAND?

“Apple opposes,
IBM solves,
Nike exhorts,
Virgin enlightens,
Sony dreams,
Benetton protests. ...
*Brands are not nouns but
verbs.”*

Jean-Marie Dru, Disruption

The

VERTICAL

**expansion of the
“concept” of a
brand**

...a

country

as a brand





...an

individual

as a brand

WE

(you and me)

ARE ALL

BRANDS

Individuals as BRANDS?

“We must look upon ourselves as a company with our **own intellectual balance sheet** and **brand name**. We need to invest in ourselves and market ourselves. Rather than employment security funky people go for **employability** – constantly updating their skills so that they are desirable to potential employers all the time and at any time”

- Jonas Ridderstrale & Kjell Nordstrom – Funky Business

Individuals as **BRANDS?**

“In today's wired world, you're distinct ...or extinct. Survive, thrive, triumph by **enhancing your brand.**”

- *Tom Peters*

What does **YOUR BRAND**
reflect?

What do you want **YOUR
BRAND** to reflect?

What are you doing to
enhance **YOUR
BRAND**?

Building a **BRAND**?

Purpose

| | | | |
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“Create a
cause, not a
business.”

Gary Hamel

“If you stand for
nothing,
you will fall for
anything.”

Ronnie Apteker – Founder Internet Solutions

Building a **BRAND**?

Passion

Purpose

| | | | |
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“A great brand taps into **emotions** **Emotions** drive most, if not all, of our decisions. A brand reaches out with a **powerful connecting experience**. It's an **emotional connecting point** that transcends the product”

- Scott Bedbury – Branded NIKE and STARBUCKS

“Vision is a
love affair
with an idea.”

— *Boyd Clarke & Ron Crossland,
The Leader's Voice*

...as

Purpose

and

Passion

combine.....

Building a BRAND?

Passion

Purpose

Planning

“It is easy to decide
what you are going to
do. The hard thing is to
decide what you are
not going to do.”

- Michael Dell

Building a **BRAND**?

Passion

Purpose

Planning

People

“Nothing the slightest bit amazing has ever been done in isolation. Individual competitiveness = **what you know** x **who you know**”

- Jonas Ridderstrale & Kjell Nordstrom – Funky Business

Building a **BRAND**?

Passion

Purpose

Planning

People

Play

“ALL THE WORLDS A STAGE:
I l-o-v-e the “Brand You” idea,
the “Brand You” life. It is *my*
life. *My* love. *My* art. *My* craft.
My performance.

Tom Peters , *The brand-you* 50

“We’re **crazy**, and
crazy is **good** because
we all need a bit of fun
in our lives and we all
need to laugh.”

- *Gidon Novick – Kulula.com*

26 280 Days

20 years old = 19 000 to go

30 years old = 15 000 to go

40 years old = 11 000 to go

“life's short —
PLAY more”



You can't be a serious innovator unless and until you are ready, willing and able to ***seriously play***. 'Serious play' is not an oxymoron; it is the **essence of innovation.**

Michael Schrage, *Serious Play*

Building a **BRAND**?

Passion

Purpose

Perseverance

Planning

People

Play

3 Million

“There is a **very, very, very** fine line between success and failure it is about being constantly hammered and **coming back** from the hard times and low moments.”

- Robbie Brozin – Nandos

“If you can **force** your **heart** and
nerve and **sinew** to **serve your turn**
long after they are gone, and so
hold on when there is nothing in
you except the will which says to
them: **‘Hold on!’”**

- Rudyard Kipling..... from the poem “IF”

Me Inc.

Passion

Purpose

Perseverance

Planning

People

Play

Me Inc.

YOU are

the CEO

brand...



.....**yourself**

In today's wired world, you're
distinct ...or extinct. Survive, thrive,
triumph by **enhancing your brand**.

Tom Peters

DISTINGUISH yourself !!!

**make
yourself
proud**

I never, ever thought of myself as a businessman. I was interested in **creating things I would be proud of.**

Richard Branson – Virgin

Have you captured a heart and mind lately !!

In the funky village, real competition no longer revolves around marketshare. We are competing for attention – **mindshare** and **heartshare**.”

Kjell Nordstrom and Jonas Ridderstrale, *Funky Business*

Life is what happens to you
When you're busy making other
plans.

John Lennon

Don't let it pass you by

be unreasonable !!

The reasonable man adapts himself
to the world;

The unreasonable one persists in
trying to adapt the world to himself.

Therefore **all progress depends
upon the unreasonable man.**

George Bernard Shaw

Common sense

Is the collection of prejudices
acquired by age eighteen.

Albert Einstein

leave your baggage behind

CAN YOU
TAKE ME
HIGHER*Creed*

A
I
M

The greatest danger
for most of us
is not that our aim is
too high
and we miss it,
but that it is
too low
and we reach it.

Michelangelo

H
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Do you always need to conform?

I think the reward for conformity
Is that everyone likes you **except
yourself.**

Rita Mae Brown

WHAT POSITIVE ENERGY IS WAITING TO ESCAPE ...FROM WITHIN YOU ?

What lies behind us and what lies
before us
are tiny matters compared to what
lies **within us**.

Olivier Wendell Holmes

I shall be telling this with a sigh
Somewhere ages and ages
hence:

Two roads diverged in a wood,
and I

I took the **one less traveled by**,
And that has made all the
difference.

Robert Frost

TAKE THE PATH LESS TRAVELED ...reap the rewards

Whether you believe you can, or
believe you can't, **You're right.**

Tony O'Reilly

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Our greatest glory consists not in
never falling, but in **rising every
time we fall.**

Confucius

persevere

CAN YOU
TAKE ME
HIGHER*Creed*

You must be the **change** you wish to
see in the world.

Gandhi

It's all up to YOU

For when that One Great Scorer
comes to write against your
name, he marks - not that you
won or lost – but **how you played
the game**

Grantland Rice

**Are you the man of the match
– in the game of life????**

be ENTHUSIASTIC

Nothing great was ever achieved
without enthusiasm.

Ralph Waldo Emerson

think young

When your mind is closed and your spirit is covered with the snows of cynicism and the ice of pessimism, then you are grown old, even at twenty. But as long as your **mind is searching optimistically** for a new and better path, there is hope you **may die young at ninety**

Samuel Ullman

stay young

ENJOY

There are two things to aim at in life:
First, to get what you want;
And after that, to **enjoy it**.
Only the wisest of mankind achieve
the second.

Logan Smith

LIFE

TAKE
YOURSELF
TO NEW
HEIGHTS

ME **inc.**

brand you

....REACH

HIGHER

brand you

Presented by:

greg fisher

082 45 05294

fisherg@gibs.co.za